

California Rice Commission

Notice of Meeting & Agenda

Domestic Marketing & Promotion Committee
9:30 a.m., Monday, October 27, 2008
PGP International
351 Hanson Way, Woodland, CA 95776

Agenda Item

- I. Administration
 - A. Roll Call
 - B. Call to Order
- II. Approval of Minutes
- III. 2008/09 Program of Work Updates
 - A. #A-2 Foodservice Promotion Plan, (\$55,000)
 - i. Update
 - a. Next Steps
 - B. # M-1 Contact with target audiences through Public Education (\$112,000)
 - i. Media Update
 - ii. New Advertising Proposal
 - iii. Legislative Day Artist Update
 - iv. Sustainable Messaging Discussion
- IV. 2008/09 Program of Work Reductions
 - A. Domestic Marketing & Promotion
 - B. Public Education
- V. Issues and Scheduling for Next Meeting
 - A. Scheduling of Future Meetings
- VI. Adjourn

All agenda items subject to discussion and possible action.